

ANNA-MARIE WATSON - PERFORMANCE COACH



Endurance Portfolio

- Marathon des Sables - finished 2nd lady & top 50 overall (2015)
- Ultra-Trail World Tour Future Series Cappadocia 110km – finished 1st lady & 5th overall (2016)
- Course records in The ONER (2016), XNRG Cotswolds Way (2015) & XNRG Round the Island (2016)
- Qualified IRONMAN 70.3 World Championships 2013 & 2014
- IRONMAN 70.3 Aix en Provence (2014) & Weymouth (2016) placed 3rd in age group
- Ultra-Trail World Tour sponsored athlete
- Supported by French endurance company WAA
- Other races include: St. Oswald's Way 100 mile, North Face 100, Everest Marathon, UTMB CCC, Challenge Roth, GeoQuest 48 hour adventure race.

Life of Adventure

- Early exposure to adventure from parental influence with first experience on a glacier aged 3 months (some would call that child abuse in the 21st century!).
- Family expeditions to India, Nepal, Eastern Europe & Africa through 1980s & 1990s.
- Adventure holidays cycling from Auckland to Greymouth, Manali to Leh, Vanuatu, Kerala backcountry.
- Leader of student expeditions to Ecuador, Morocco, Nepal, Laos, Vietnam, USA & UK.
- Commissioned into the British Army from Royal Military Academy Sandhurst in top 2% & served for 9 years reaching the rank of Captain.
- Completed Arctic warfare training in Norway with Royal Marines (2002).
- Deployed on operational tours to Afghanistan (2002) & Iraq (2003 & 2006).
- Worked, lived & played in United Arab Emirates, Saudi Arabia, Australia, Germany...

Anna-Marie is a performance coach who crafts holistic, industrious and dynamic coaching partnerships with individuals who yearn for more and desire balance across their work and life. Every client experience is individually tailored to accommodate personal preferences, purpose, desired outcomes and concentrates on the mindset aspect of work, life and training.

Anna-Marie transfers psychological concepts over into every day work/life and sport contexts. She has shared her knowledge and experience on the Zestology Podcast (#45), IM Talk (#474), Endurance Ladies (#1), Be-ing Brilliant (#6) & regularly supports The Running Stories podcast (Mind Over Matter).

She is now based in southwest England and travels globally to deliver training and coaching to a range of international companies and private clients. She loves to take clients outdoors for "Walking and Talking" coaching sessions and organises "Netwalking" events to combine walking, talking and networking in the British Great Outdoors.

Anna-Marie is also accredited in two cutting edge psychometric profile tools that uncover a wealth of valuable insights and incorporates various models into coaching sessions. The coaching partnership draws on areas of knowledge and skills from performance psychology, neuroscience, NLP, positive psychology, mindfulness and behaviour modeling.

Anna-Marie believes ongoing professional development is vital to maintain professional credibility and growth. She pursues continuous academic development with an active involvement with various professional bodies and assisted in the formation of the International Coach Federation's Chapters in both Dubai and Saudi Arabia.

Qualifications

- Postgraduate Certificate in Applied Coaching (University of Derby)
- Masters in Teaching (University of Sydney)
- NLP Master Practitioner
- Certified in Extended DISC and iWAM psychometric tools
- Certified Analytic-Network Systems & mBraining Coach
- Member of International Coach Federation and Associate Coach Certified (ACC)
- Professional Member of Neuro-Linguistic Programming Association
- Associate Member of Chartered Institute of Personnel and Development
- Advanced Diploma in Nutrition from The Royal Society for the Promotion of Health
- Mental Health First Aid Certificate
- BSc Geography (Manchester University)
- Mountain Leader & First Aid (40 hrs) qualified